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SOCIAL NETWORK ENGAGEMENT

How to get quality content and what types of posts you should make to generate explosive engagement.

Find Engaging Content & What to do with it

By TJ Gaushas © 2019 All Rights Reserved

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www.botguru.net (Custom Automation Software) | www.socialsystemelite.com (Social site software)



Hello, glad to see your taking
action with this incredible
Information I've put together
to help you

TJ Gaushas here and you may or may not know who I am. I started my online journey back in the mid to late 90s programming large scale gaming sites and quickly learned various aspects needed to know when it came to internet marketing and with great success I did very well.

All these years later (20+ to be exact) I started to get into web automation and build many great tools for individuals and companies around the world. You can see some of my latest on [Social System Elite](#). One of my builds recently with my business partner [Rob Maggs](#) (Great guy and huge talents himself) I came across a great deal of information.

You know the kind of information you should share but would like to keep to yourself.

With all these **HUGE Social Networks** that are IS a Gold Mine of Eager individual's in **Giant Communities** just waiting to read and follow the next big thing. Who wants to be left behind right? Through a great deal of research and information that I've gather over the past months I put together the following information your about to soak up.

If followed and applied (Take Action) it will help you increase your engagement among the various social networks. If you didn't know, a large % of referral traffic for products and services come from social networks. Take Action first by reading this information I've prepared for you, and apply it you won't be sorry if you do.

With this information you're going to learn the different types of posts and the effectiveness of the type of post when being used and resources to help you as well.

So, you're interested in increasing your engagement on Facebook, Instagram, Pinterest, LinkedIn, Messenger broadcasts, or some other social network maybe. The key here is having the right content for your audience.

Having the right post(s) can make or break engagement for that particular post. Don't worry though it's 1 post of many. You should be posting on a regular basis for consistency with your followers.

Some things you can ethically do is to grab public images, quotes, questions, videos, share others posts (if using someone else's image or post please give credit to the person you took it from. Most times they will be flattered that someone grabbed it, but on the off chance they get pissed it helps if you give them credit)

This will work no matter what niche you're in and here are just a few niches:

- Fitness
- Healthy living
- Romantic advice
- Saving money
- Electronic Cigarettes
- Ketogenic Dieting
- Make money online
- Dogs
- Affiliate Marketing
- SEO
- Beauty
- Mechanic
- Real Estate
- Ecom
- Phone Accessory's
- Personal Development

This is not limited here to just these niches, and there are main/sub niches to most of the above as well as countless other niches that this report can be used to help increase engagement for.

Some Numbers for those Techy types

It's of no surprise that 90% of marketers consider social media marketing to be important to their overall marketing strategy. In fact, around 78% of them admit that it has been the most effective marketing channel for their brands.

Enough with the boring numbers now the good stuff Ways to help you increase your engagement

1. Using Wit and Humor

People use social media to be entertained, and not really go looking to buy things or be sold to. You could actually have adverse effects if you are to promotional inviting people to buy your products or services and end up losing your audience's attention. #jokeoftheday #funny #dogsandcats #healthdinner

Resources you could use

<https://pixabay.com/en/photos/>

2. Create Original and Engaging Visuals

The average Facebook post gets 120% less engagement than a post that includes an image. Using an Image, Meme, GIF, or original images will significantly increase your engagement. A reader must be stopped by your graphic. They are scrolling their never-ending feed of numerous posts. Stand out and make them double take, or stop on what you have posted. *Check headlines at the end of this report for some ideas* #awesomgame #fornitefail #internetmarketing

Resources you could use

- Giphy - <https://giphy.com/>
- Canva – <https://www.canva.com>
- BeFunky - <https://www.befunky.com>
- ImgFlip GIF Maker - <https://imgflip.com/gif-maker>
- PikToChart - <https://piktochart.com/>

3. Video Posts

Original Graphics, Memes, and Gifs are great on platforms like Facebook, Twitter, and Pinterest. But Visuals for platforms like Instagram your already posting images so to interrupt the browser, Stop them in their tracks You should use Video. Videos will tend to get more likes (2-3 times as many) and more shares then images when it comes to networks like Instagram and Facebook. **With Chromes changes most videos will play without sound or not start auto playing at all. Make sure to have a few seconds at the beginning with a still image that will draw them in and want to enable audio, or click play #dogtoysarecool #over30makeuptips #newvideosoftware

Resource you could use

<https://pixabay.com/en/videos/list/>

4. Ask Questions

Asking questions can be a great way to get engagement on social media. It also allows you to get great feedback from your followers on what their opinion is about a particular subject. Avoid yes or no questions, most often they will be skipped. To have your reader feel engaged and want to answer formulate the question requiring more than a 1-3-word answer. *See 60 types of questions at the end of this report you could use.*

Resources you could use

<https://www.quora.com/>

<https://answers.yahoo.com/>

5. Polls & Surveys

Creating Polls and Surveys can be a fast and easy way to interact with your audience to increase engagement. Its also a great way to receive feedback from your followers and customers. The information obtained can help you better understand your following, and help your future marketing material and tactics that you might need to include or address. Here you might get away with asking yes or no polls, or surveys but I would still encourage readers to reply with a supporting statement to their selection.

6. Quotes

Posting quotes from other Influential people can be fun and engaging, encouraging others to post their favor quotes as well. #quote #quoteoftheday #quoteoftheweek

Resource you could use

- Good Reads - <https://www.goodreads.com/quotes>
- Wisdom Quotes - <http://wisdomquotes.com/inspirational-quotes/>
- Brainy Top100 - https://www.brainyquote.com/top_100_quotes
- Keep Inspiring - <https://www.keepinspiring.me/famous-quotes/>
- Brainy Quote - <https://www.brainyquote.com/>
- Reddit - <https://www.reddit.com/r/quotes/>

7. Timing is everything (See visuals in resources at the end of the report)

Play with posting on your networks, see when your audience is on the network you're posting to. What time they are more likely to engage, and schedule your posts around those times. Each network will vary and no 1 network will usually be the same. Some networks have analytics that you can check such as insights in Facebook groups, or analytics in YouTube.

8. Engage with the latest Trends and Issues

This might not be for everyone and can sometimes be edgy as well. You might not want to talk about politics, religion, or certain topics that are trending. Its up to you if you want to poke the bear so to say with a Post or comment on others posts with those sorts of subjects. DO try to take advantage of trending topics. You can easily find out what's trending just by taking a look in your news feed or news outlets such as TV news programs or news outlet web sites. #NameFails #awesomenews

9. Hashtags (Say what???)

Hashtags can HUGEY increase your social media engagement. While your posts may already reach your existing followers, hashtags help you engage with people who ARE NOT already following you.

Resource you could use

<https://hashtagify.me/>

10. Start a Giveaway Contest

By hosting a giveaway contest, you encourage others to engage with you as an Influencer, or your brand. Maybe they have to like a post, share it, comment, or post an image with a particular hashtag to help raise awareness to your tags, or post.

This could be a gift card, free copy to your latest book, PLR, or product.

#MarketingPLR #freemakeupbook #newmarketingbook

11. Feature your Followers or Customers

This empowers your followers with recognition for achievement's, or notoriety, making them more of a brand advocate. By doing so you are providing followers with proof that your existing customers love your products, and you're also winning the loyalty of the fans whose posts you share by making them feel appreciated. If you want to increase social engagement even more, combine this with unique branded hashtags and encourage customers to share photos of them using your product, or service or what it's done for them. Tag them in the post and include some more has tags around the topic.

12. Going Live in 3, 2, 1...

Going live is the new way to quickly reach out and grab your audience. Instagram Lives and Facebook lives allow you to engage with followers and customers in real-time. Try to live stream your launch event, a new milestone being reached, or about an industry event. You could even go live on a weekly basis to update and entertain your followers.

Resources you can use

- Zoom - <https://zoom.us/>
- OBS Studio - <https://obsproject.com/>
- Hop Live - <http://www.hoplive.com/>
- BeLive - <https://belive.tv/>

13. Be Present and consistent (**And most Important**)

If you do any of the above, and fail to be present to reply to commenters, or engage with your following on a regular basis they will lose interest and start following someone else instead. Keep them captivated, engaged, and wanting more.

Post Headlines they're a big deal you know

From the above you now know what to do in order to help with engagement, but what if I told you that you can better your chances even more with 3 solid post formulas that tend to perform well.

1. How to [do something] That will [help you get desired result]
2. [#] Ways to [do something] to [produce desired result]
3. What is the Best [insert topic] That Will [do/reach desired]?

These formulas vary quite a bit, but show **How to, List, and Question headlines** tend to get the most engagement. *Check headlines at the end of this report for 60 copy and paste ideas that might help you*

What have you learned before I give you even more great resources to use?

With the information you have learned about different post types, numerous links to find some images, questions, hashtags and resources to create your posts your ready to get started. I suggest starting with questions, witty or humor, and even quotes to get your feet wet. Make sure *no matter what if your posting 3 times a day, once a day, or once a week that you just remain consistent.*

With asking questions make sure your asking questions that will engage your audience about a niche or topic that your passionate about. Your readers will be able to tell how passionate you are about something by the value given in your posts as well as your comments.

This will lead you towards creating a following or audience about a certain topic or niche so when the time comes you can hit them with that new informational product, plr, software or service. Keep in mind not to always sell them. Be engaged, and add value by giving your audience the information they need to help them succeed and they in turn will allow you to succeed.

Resources to help you further

Join the Facebook Group where you can find other helpful information and products that can help you with your online success. **A New software will be released soon automating 95% of everything you learned** in this report and you don't want to miss it. Make sure to join the group link below to know as soon as it drops and a discount for all group members <https://www.facebook.com/groups/businessautomationguru/>

Send me any Questions you might have here

[Send direct message](#)

Top Software to help your efforts

[Social System Elite](#) – time tested for more than a year has been helping people post to targeted groups on Facebook, and keeping their posts active at the top of group feeds for more engagement. Full tips, tricks, and training included

[Insta Influencer](#) – has been helping people just like you find new influencers on Instagram that has “real engagement” on their profiles that you can reach out to and negotiate a promo with. Full training, and strategies included

[Socializer Software](#) – New software that will not only find top engagement content for you, it will post it to your social media networks on autopilot.

Some 60 questions to get you started

Fill in the blank:

1. Fill in the blank: My favorite blog is _____.
2. Fill in the blank: I'm inspired by _____.
3. Fill in the blank: My favorite social network is _____.
4. Fill in the blank: My all-time favorite book is _____.
5. Fill in the blank: If I could be anywhere right now, it would be _____.

Would you rather:

6. Would you rather have 5 close friends or 10,000 Facebook friends?
7. Would you rather have \$100,000 in real money or \$1,000,000 in Amazon gift cards?
8. Would you rather be famous or the best friend of someone famous?
9. Would you rather have free Starbucks for a year or free iTunes music forever?
10. Would you rather have 100K Facebook followers or 100K Twitter followers?
11. Would you rather hike a mountain or lay on the beach?
12. Would you rather have to sit all day or stand all day?
13. Would you rather have a personal chef or a maid?

What's your favorite:

14. What is your all-time favorite book?
15. What is your favorite travel destination?
16. What is your favorite time of the year?
17. What is your favorite holiday?
18. Who is your favorite Disney character and why?
19. What is your favorite TV show?
20. What is your favorite flavor of ice cream?
21. What is your favorite knock-knock joke?

What is:

22. What is your biggest fear?
23. What is your ideal vacation in one sentence?
24. What was the last thing you got really excited about?
25. What is your superpower?
26. What famous person in history would you love to meet?
27. What is the best compliment you have ever received?
28. What is your ideal date night?

Only 1 thing:

- 29. If you could only have one app on your phone, what would it be?
- 30. If you could only listen to one genre of music, what would it be?
- 31. What one thing do you hope to accomplish this week?
- 32. What is one food you could not live without?

This or That:

- 33. Are you a cat or dog lover?
- 34. Tea or coffee?
- 35. A quiet night at home with a book or out on the town with friends?
- 36. Snapchat or Instagram stories?
- 37. City or country?
- 38. Mountains or beach?
- 39. Are you a saver or a spender?
- 40. Margaritas frozen or on the rocks?
- 41. Wine or beer?
- 42. Pepsi or Coke?
- 43. Are you a night owl or an early bird?
- 44. Do you like country or rock n' roll?
- 45. Salty snack or sweet treat?

If you could:

- 46. If you could run away for a day and do anything you want, what would you do?
- 47. If you could retire tomorrow, what would you do?
- 48. If you could star in any TV show throughout history, what would it be and who would you be?
- 49. If you could only eat one thing for the rest of your life, what would it be?
- 50. If you could travel anywhere for free, where would it be and why?
- 51. If you could interview one person in your field, who would it be?

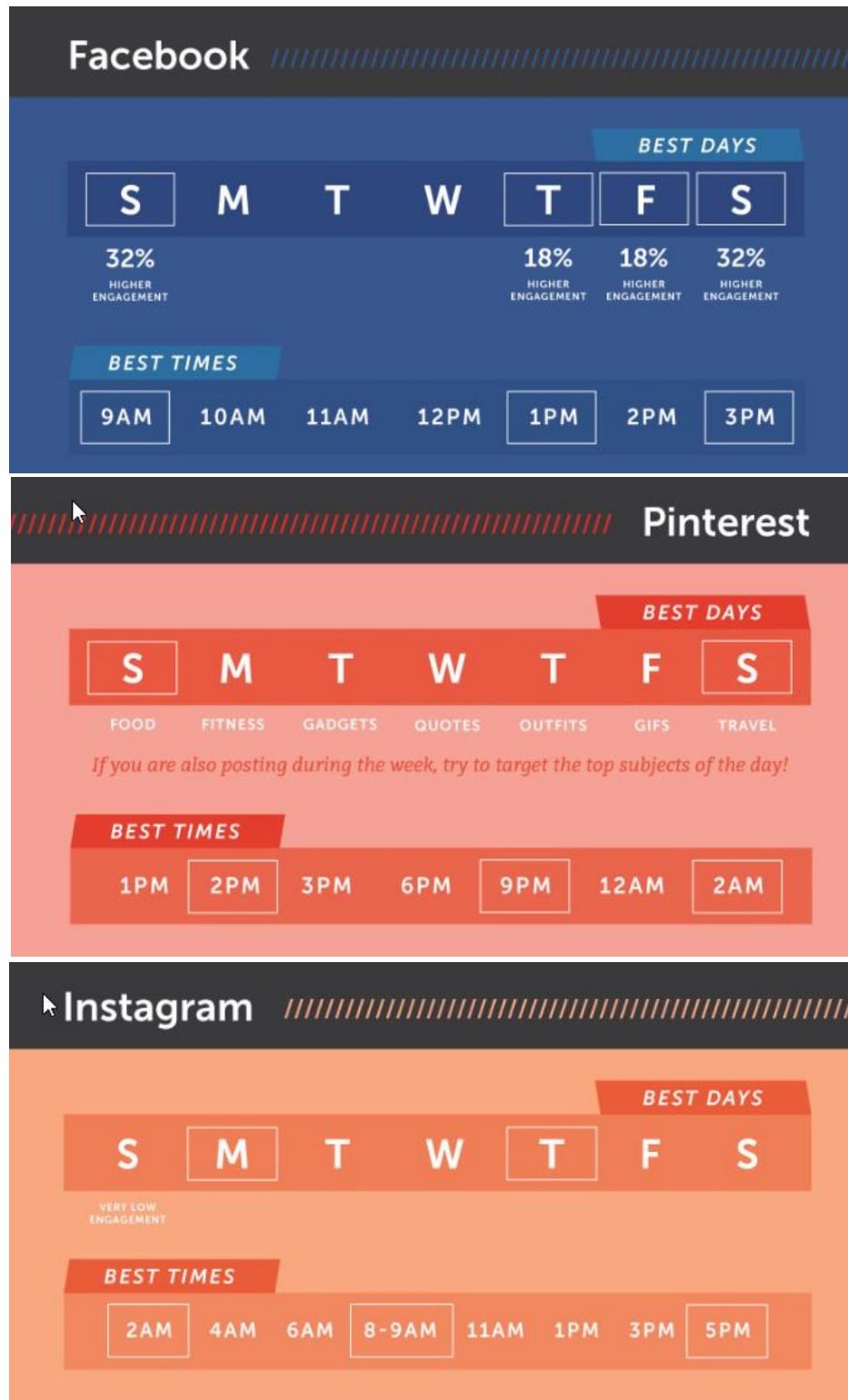
What if:

- 52. If you won the lottery, how would you spend the money?
- 53. What five things could you not live without?
- 54. If someone gave you \$1,000, how would you spend it?
- 55. If you were in a band, what instrument would you play?
- 56. If you were a superhero, who would you be?

Gratitude:

- 57. What are you most thankful for today?
- 58. What is the best thing to do in your hometown?
- 59. Who do you admire the most, and why?
- 60. Who do you follow online, and why?

Best Times to Post (Times may vary for your Audience)



Best Times to Post (Times may vary for your Audience)



Join the Facebook Group where you can find other helpful information and products that can help you with your online success. **A New software will be released soon automating 95% of everything you learned** in this report and you don't want to miss it. Make sure to join the group link below to know as soon as it drops and a discount for all group members <https://www.facebook.com/groups/businessautomationguru/>

Send me any Questions you might have here

[Send direct message](#)

[Socializer Software](#) – New software that will not only find top engagement content for you, it will post it to your social media networks on autopilot.